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W.J. SMITH ART STUDIO



## THE Industrious Hen

Absorbing Poultry Ideas, Louisville, Ky.; Practical Poultry, Birmingham, Ala.; The Poultry Times, Norfolk, Va.; Southern Poultry Magazine, Nashville, Tenn.; The Poultry News, Bustleton, Pa.; Tennessee Poultry Journal, Lebanon, Tenn.; The National Poultry Breeder, Owensboro, Ky.; Everybody's Poultry Journal, Nashville, Tenn.; The Leghorn Journal, Appomattox, Va.

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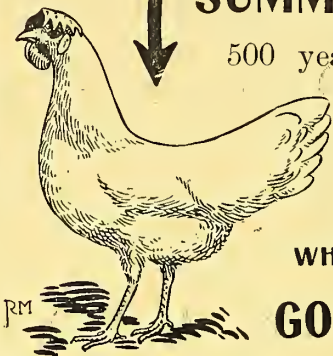
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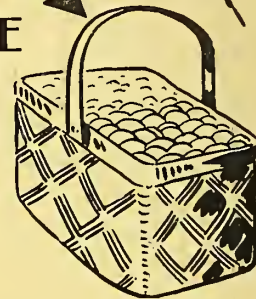
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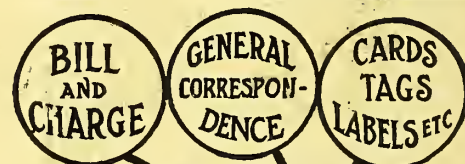
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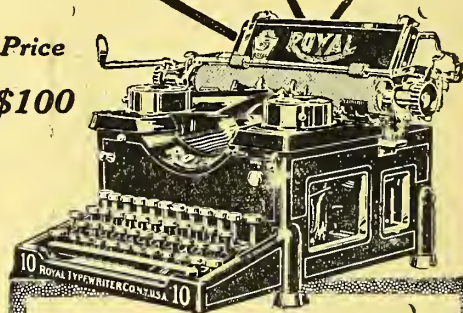
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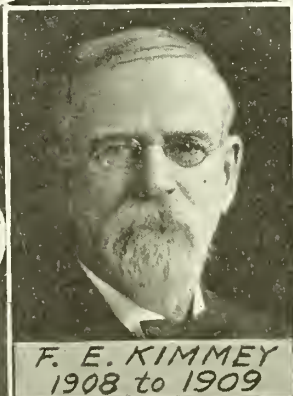
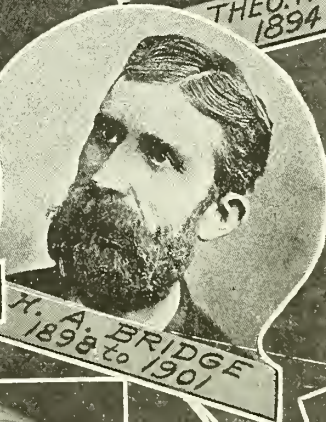
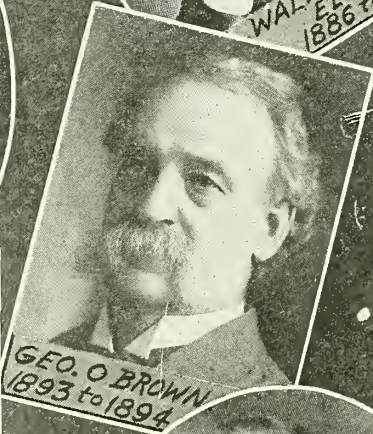
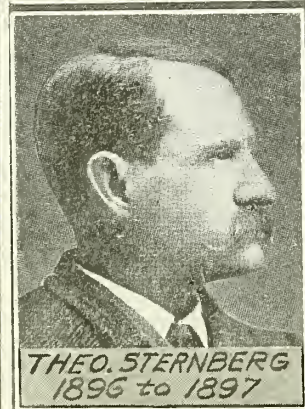
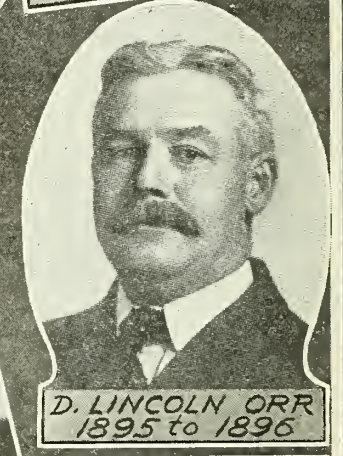
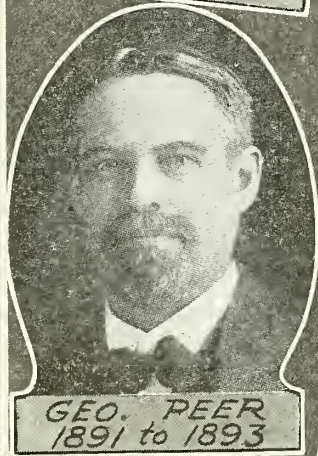
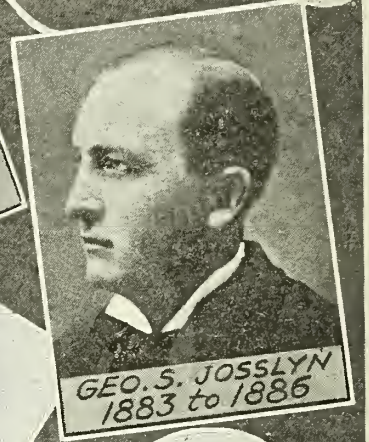
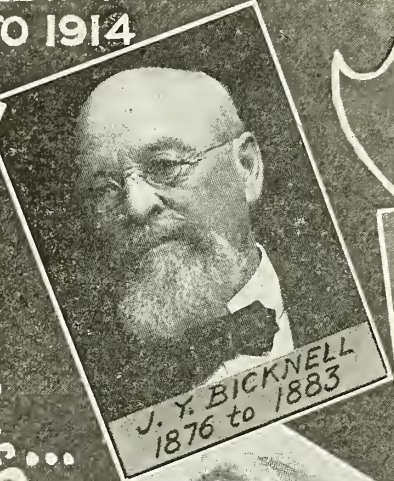
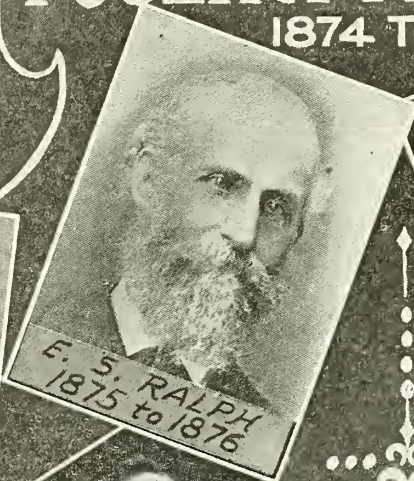
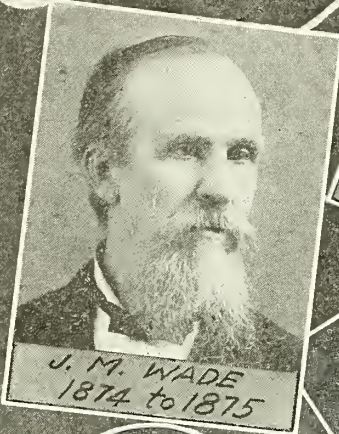
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## AMERICAN POULTRY ASSOCIATION

1874 TO 1914





# THE INDUSTRIOUS HEN

VOL. XIII.

LOUISVILLE, KY., AUGUST, 1916

(Whole No. 137)

No. 2

## JUNE REPORT OF THE FIFTH NATIONAL EGG LAYING CONTEST AT MOUNTAIN GROVE, MO.

Value of Trapnest Records for One, Six and Twelve Months Compared—S. C. White Leghorns Win Cup for June—Plymouth Rocks Lead for all Time.

**O**NE of the most important problems connected with the poultry business is the selection of the profitable and unprofitable hens from the viewpoint of egg production. Many methods have been tried in order to accomplish this, but the best method known to date is the trapnest. These nests are arranged so that when the hen enters to lay, the door closes and keeps the hen in the nest till the attendant releases her. The nests should be attended at least five times each day, which requires a great deal of time and work.

Many questions have been asked as to the value of the trapnest if used for a shorter period of time than a year. In order to answer these questions, the records of the four previous contests have been consulted, the object being to find the per cent of high producing hens which can be selected from a single month's record. The records used were of the previous contests composed of about four hundred pens containing 2,000 hens. The table is given in per cent and was obtained from approximate averages of all hens used, fractions being omitted.

The five hens in each pen were placed in the order of their egg production at the end of one month, to see what per cent of them held the same position as at the end of the year. To illustrate, the 100 hens which were the highest or first in each of 100 pens for one month, fifty-two were first at the end of the year, twenty-six were second, thirteen were third, six were fourth and three were fifth. The following table shows the position occupied by each of the five hens in each 100 pens for one month and the per cent occupying the same positions for the year:

		Per Cent at End of Year				
		1st	2d	3d	4th	5th
100 hens 1st for month	.....	52	26	13	6	3
100 hens 2d for month	.....	26	40	18	10	6
100 hens 3d for month	.....	13	18	38	18	13
100 hens 4th for month	.....	6	10	18	40	26
100 hens 5th for month	.....	3	6	13	26	52

It will be noticed that of 100 hens which were first for one month, 52 per cent are first and 26 per cent are second at the end of the year. Therefore, out of 100 hens selected by one month's record as highest producers, 78 per cent stand first or second place at the end of the year and out of 100 selected by one month's record as the lowest producers, 78 per cent of them are the lowest or next to the lowest at the end of the year. Only a slight variation is found between different months. The indications are that it is better to select the high producers during the period of low egg production and select the low producers during the period of high egg production.

Selections may be made from a six months' record in the same way as from a one month's record. The six months' record is better for selection than the one month's record:

		Per Cent at End of Year				
		1st	2d	3d	4th	5th
100 hens 1st for six months	.....	72	20	6	2	0
100 hens 2d for six months	.....	20	52	20	6	2
100 hens 3d for six months	.....	6	20	48	20	6
100 hens 4th for six months	.....	2	6	20	52	20
100 hens 5th for six months	.....	0	2	6	20	72

It will be noticed that 92 per cent of the hens which were first place at the end of six months were first or second at the end of the year.

The calendar year will perhaps always be used by agricultural colleges, universities, experiment stations, etc., but we believe that for practical purposes the six months' record will become standard by breeders who are developing egg producing strains, while breeders who want to improve their flocks by taking out the poor producers and selecting the highest producers for a breeding pen will find the month's record valuable.

This test should be used only with hens the same age and kept under the same conditions. Some of the advantages of the six months record are: By using the first six months of the year we get the records during part of the winter, all of the spring and part of the summer. During the spring season pedigreeing can be done if desired. Approximately two eggs are laid during the first six months for each egg laid during the last six months, making the relative cost less. Then, too, the good hens can be rested during the last six months of the year, carried through the moult and put in good condition for the breeding yards the next spring. The low producers can be sold instead of feeding them through the period of low egg production.

The averages of five hens in each pen in previous contests are: first, or highest producer, 187 eggs; second, 161; third, 143; fourth, 122; and fifth, 96 eggs each. A study of these figures emphasizes the importance of selection.

If the hens are selected by one month's record, the ones selected by being the highest for the month averaged 167 eggs each in one year, and the ones selected by being the lowest for the month averaged 115 eggs each in one year, there being a difference of 52 eggs.

If the hens are selected by the six months' record, the ones selected as the highest producers produced 177 eggs in one year, while the ones selected as the lowest producers laid 105 eggs during the year, making a difference of 72, or six dozen eggs.

As this computation is based on per cent, or 100, it will be seen that to select one out of five means to select 20 out of 100, so that a breeder who has 100 hens can select 20 of the best and after culling for defects, will have a good breeding pen, and in the same way can cull out and sell for meat the poor producers.

### The Egg Laying Contest.

The fifth National Egg Laying Contest composed of 104 pens of five hens each, laid 8,758 eggs during June, which was an average of 17 eggs plus per hen. This is the highest record made in any of the contests for this month. The average number of eggs laid by hens in the five contests for June are as follows: first, 15 eggs per hen; second, 15 eggs; third, 15 eggs; fourth, 12 eggs; and fifth, 17 eggs.

Of the seven pens occupying the five highest places for June, there was a difference of only five eggs, showing that the race was very close. Pens occupying the five highest places for June are as follows:

Pen.	Eggs.
25. Single Comb White Leghorns, Washington	119
73. White Plymouth Rocks, North Dakota	118
18. Single Comb White Leghorns, Kentucky	(tie) 117
27. Single Comb White Leghorns, Missouri	(tie) 117
69. Barred Rocks, Missouri	(tie) 115
102. Oregons, Oregon	(tie) 115
13. Single Comb White Leghorns, Illinois	114



Of the seven hens occupying the five highest places for eight months, three are Rocks, three are Leghorns and one is a Red. They are as follows:

Hen.	Pen.	Eggs.
4.	75. White Rock, Washington.....	191
5.	75. White Rock, Washington.....	189
3.	25. Single Comb White Leghorn, Washington.....	186
5.	6. Single Comb White Leghorn, New Jersey. (tie)	180
1.	69. Barred Rock, Missouri..... (tie)	180
2.	25. Single Comb White Leghorn, Washington....	177
5.	59. Rose Comb Reds, Missouri.....	176

Pen 69, Barred Plymouth Rocks, have produced 166 eggs per hen in eight months.

Pens occupying the ten highest places for eight months are as follows:

Pen.	Eggs.
69. Barred Rocks, Missouri.....	831
25. Single Comb White Leghorns, Washington.....	816
75. White Rocks, Washington.....	797
59. Rose Comb Reds, Missouri.....	787
102. Oregons, Oregon.....	763
56. Single Comb Reds, Iowa.....	746
17. Single Comb White Leghorns, Texas.....	742
11. Single Comb White Leghorns, Kansas.....	741
82. Black Orpingtons, Indiana.....	729
30. Single Comb White Leghorns, Missouri..... (tie)	724
38. Single Comb White Leghorns, Missouri..... (tie)	724

Pen 25, Single Comb White Leghorns, won the cup for June by laying 119 eggs.

I hereby certify that the above is a correct report of the fifth National Egg Laying Contest for June, 1916.

C. T. PATTERSON, Director.

### RAISING POULTRY IN NORTH CAROLINA.

**You Can Raise Chicks Profitably the Year Round in This Section of the Country—Ideal Climatic Conditions Make This Possible—Do not Dispose of Your Pullets—Valuable Suggestions on Feeding and Caring for the Baby Chicks.**

By B. F. KAUPP, Poultry Investigations and Pathology, North Carolina Experiment Station, W. Raleigh, N. C.

**I**T has been shown by this experiment station and elsewhere that it, as a rule, is not profitable to keep hens after they are three years of age. Fatten and sell all hens that have passed their third year of laying. They may be fattened by placing them in small, clean slatted coops so as to restrict exercise. Feed them morning, noon and night ground corn, oats and sour milk or buttermilk making the mixture about the consistency of batter, or the feed may be given in the form of grain and the milk given as a drink. Give all they will clean up in twenty minutes and feed fourteen days. It is necessary to restrict exercise to make proper gains. These hens should be replaced by pullets that are hatched during the first five months of the year. It is the early pullet that gives you your early eggs that bring the high prices. Don't sell your early pullets.

This station has been carrying on a series of experiments in raising chicks at the West Raleigh plant, and at Edgecombe, Iredell and Pender test farms. During the past two years the following facts have been ascertained:

First—Birds can be profitably raised on the farm with the following feeds: ground oats, corn meal and wheat middlings, equal parts, mixed with sufficient sour milk to make slightly moist (mix with the hand and not with a stick) and feed five times a day and give milk to drink; or rolled oats, wheat middlings and corn meal, equal parts, mixed with sour milk or buttermilk and fed similar to the above; or ground oats, corn meal and peanut meal, equal parts, with sour milk, fed as above; or corn meal, wheat middlings and soja bean meal, equal parts, with milk fed as above. After the chicks are four weeks old they may be fed the mash from the hopper, or it may be fed wet three times a day. After the birds are four weeks old they should be fed cracked corn and oats, equal parts, or wheat, cracked corn and oats twice a day. They should have all the sour milk they will drink at all times.

Second—Chicks hatched in March and April and fed as indicated above weighed from one to one and one-half pounds at eight weeks of age. Birds not raised on milk in many cases proved weakly, puny, did not grow fast and many died. Those receiving milk weighed from thirty to fifty per cent more than those that did not receive milk.

Third—Birds hatched and raised from July to December did not develop quite so large on the same feed and care as those hatched in March and April, but they made very satisfactory gains and proved profitable. These birds weighed, on an average when milk-fed, from .70 to .90 pounds. The pullets from the late flocks may be used as

broilers, as they would be too late for early winter layers.

Fourth—May is sometimes accompanied with cold nights at which times the birds must be kept dry and warm or they will become sick, puny, weak, poor in flesh, will not thrive and many die and the flock prove wholly unprofitable. If the birds are given proper care they will prove profitable.

Fifth—Lice and mites and the lack of proper shade and clean grassy ground to run upon have been found to be some of the principal factors of the failures in the hot summertime. The flocks should be moved from place to place where they can forage and gather bugs, worms and waste grain and be on ground that is sanitary. Shade furnished by trees or burlap tents keeps the rays of the hot sun from being disastrous to the young chicks.

Sixth—An abundance of sour milk or buttermilk (not spoiled) is essential.

Seventh—The combination setting and brooding coop described in circular No. 6 of the extension department of this station is a success. The hens should be set on the ground as there the hatch is greater.

### SHALL DISQUALIFICATIONS BE CAST OUT?

**Will Not Prevent Faking and Will Encourage More Indiscriminate Breeding.—Serious Defects, Such as Injure the Appearance or Usefulness, Should Yet Remain as Disqualifications.**

By JUDGE HARRY H. COLLIER, Tacoma, Wash., in Useful Poultry Culture.

**T**HE cry has gone forth on the part of some breeders, that all Standard disqualifications should be done away with and the present disqualifications should be called defects with values placed on them by the Standard. The argument used is that "down" between the toes and "stubs" on the legs, of even clean legged fowls, can be removed and that exhibitors do fake in this way. There is just one way to keep exhibitors from pulling stubs and down and that is to allow all clean legged fowls to have such defects. If a breeder will pull down and stubs to get rid of a disqualification, he will pull them in order to get rid of the defect and thereby the object will not be obtained. Some breeders are making the claim that the amateur suffers. He is ignorant of the fact that down and stubs disqualify and he leaves them, while the breeder who knows removes such disqualifications. The argument will not hold water any way that you look at it.

Another disqualifying defect that some breeders want to get rid of is foreign colored plumage in their fowls and the same argument is used that those who know pull such feathers and that the amateur who is ignorant leaves them in and his birds are disqualified. There is just one way to teach the amateur and that is by experience. If his fowls are disqualified for a defect in a show, if he is honest, he will not again send birds to a show room that have such defect. If he is not honest he will soon learn to pull the stubs and the down and take his place beside the faker whom we are trying to reach.

The Standard of Perfection, to my idea of thinking, is the law when it is made and the makers should stand by it after that law is created. It is just as much up to the members of the American Poultry Association to see that the law is properly enforced as it is to lay all of the blame on the licensed judges.

Standard disqualifications, as I see them, are defects so serious that they reproduce themselves in the progeny. If that be true then they should remain disqualifications in the Standard, so that in time we can breed all such defects out of our fowls.

Most every American breed of poultry, in fact, all of them, came from Asiatic fowls. Most Asiatic fowls carry feathered legs. If we ever hope to establish varieties of fowls that are free from feathers on their legs, we must refuse to breed fowls that show the least signs of such defects. If we ever hope to establish a breed of fowls free from "white" ear lobes, then we must refuse to breed fowls with the least taint of white in the lobes. If we hope to breed fowls with pure white ear lobes, then we must discard red ear lobes from our flocks.

In all States where prohibition is found, the courts and the people first begin to fine the law breakers, and too often, those who break the law consider the fines no more than a license to go again and break the law, just so long as they can make it pay to do so, but the minute that the courts commence to "disqualify" citizens by lock-



ing them up in jails, then these same law breakers are convinced that the people mean that they do not want the law broken. That is the spirit of the disqualification when it says that so much red in a Brown Leghorn's ear lobe is a cutting defect, but too much red is a disqualification. Some breeders will bring fowls into the show that are so near the limit that score card judges cut them so hard that they are unable to win premiums, but these same breeders persist (and they often get by with it) and finally they bring in birds with enough red in lobes to give the judge the right to throw their fowls out of the show room.

If we give the breeder the least leeway in the matter of defects, the judges are up against a fight wherever they place awards. For instance, when it was only a cutting defect to have down on toes, I had all kinds of trouble with exhibitors who would call stubs down. I remember one instance of a Barred Rock hen having a feather on its leg so large that the bars showed and I threw it out as being disqualified. The owner threatened a protest, claiming that it was nothing more than "down" and that I had no authority for my decision.

There is no halfway business when it comes to defects that are apt to reproduce themselves. We must settle that fact, and when we do find that certain defects are more than apt to come in the progeny, then we must make such things disqualifications. This will force the breeders to get such defects out of their flocks. When side sprigs on comb were only cutting defects, I found lots of them in the show room, but since they became disqualifications I have seen very few. If the breeder knows that certain things are disqualifications, such as stubs and down, crooked backs, wry tails, side sprigs, etc., he will get such birds off to market the minute that they are broiler age, and thereby give his well marked fowls more room to grow in. If disqualifications are taken from the Standard, the breeder will carry everything through to maturity and disqualifying defects will increase in the show room and the different breeds and varieties will go back that much. I can remember when I disqualified many Rocks for white in ear lobes, yet I went all over the whole show circuit last season without finding one Rock that I could throw out of competition for such a defect. If the Wyandotte men would make white in ear lobes a disqualification, the judges would be saved many argument when they pass or fail to pass fowls with too much white in their lobes. There should not be a thing left in the Standard that leaves room for an argument. The Standard law should be so plain that any novice could understand it the minute that his attention was called to any section.

It might be well to revise the disqualifications, but at this writing I am not convinced that one of them should be left out that we have today in the Standard of Perfection, but being originally from Alabama instead of "Missouri," I am willing to listen to the other fellow's argument and if he can convince me I am ready to go his way.

#### ADVERTISING IN THE RIGHT WAY IS BOUND TO BRING SUCCESS.

**Some Valuable Suggestions on Advertising from One of Our Oldest Advertisers Who has been Successful in Raising and Disposing of Thousands of Birds to Satisfied Customers at Good Prices.**

By Mrs. J. C. Shofner.

**T**HIS is a subject that should be as well considered as raising the stock to be sold, for if one has the very best and the buyer does not know it, he might as well just have market birds or animals of good weight and sell them on the market at market prices; but I always advocated raising the best of everything, both in plumage and size. Get into a line that will produce both, advertise judiciously and when inquiries come answer promptly, representing stock just as it is, with no powdering or painting, so that the purchaser can see the bird just as it is, and by so doing one will avoid dissatisfaction with their customers. Although a purchaser should allow a bird a chance to get straightened out after being cooped for a long journey, before passing judgment or criticising too severely. Possibly the bird has been confined in the coop in a close express car and almost smothered, as they are many times so crowded with other express, but one should never feed heavily on arrival, but water with good fresh water and allow them to graze and pick up gravel for several hours before giving them a full ration. This gives

the bird a chance to get back to its former condition, as it was before shipment, and gives the advertiser an opportunity to make a pleased customer of the purchaser.

I have sold hundreds of Mammoth Bronze turkeys from my advertisement in this journal and have had only a few who have ever put in a complaint. This shows that I am dealing with people who know what a good bird is and that the Industrious Hen goes scratching industriously in the best of soil.

This has not been a very successful year for raising turkeys and I fear many will get discouraged and quit, but remember we don't always have so much rain and discouragement. One year should only give more energy for another. I get discouraged sometimes, but I can't quit, for I have been in the turkey business so long I have customers from New York to California and from the Lakes to the Gulf, who depend on me for their best blood from year to year. This was all brought about by advertising right and representing turkeys just as they were advertised and described in correspondence.

#### SUCCESSFUL SALESMANSHIP IN THE POULTRY BUSINESS.

**Salesmanship is Just as Important in the Poultry Business as any Other Line and Much Depends on Your Success as to the Way You Sell and Satisfy Your Customers—It is Impossible to Build up a Business unless You Satisfy Your Customers and Give Them a Square Deal.**

By EDWIN BRICKERT.



**S**UCCESSFUL salesmanship, in the writer's estimation, is one of the main elements to poultry success. What profit is it to a man if he raise ever so many chickens, eggs or whatever his product may be—what profit is he going to expect if he cannot sell that product? It is universally known that many successful business operations which depend on the resources of their product spend hundreds of dollars for the services of salesmen. Many send their salesmen to school; others give them correspondence courses, and all this goes to make a good salesman, so that their goods or product may be sold in the greatest numbers, and for the desired price. Just as important is the art and continued cultivation of salesmanship to the poultry breeder. No matter how small are the poultry firm or corporation, no matter how large.

In selling, and in building up a firm standard of salesmanship, the seller's chief slogan must be "satisfied customers." These are a breeder's one best advertisement. If a genuine and efficient salesman acquired an unsatisfied customer, he makes him satisfied as soon as possible, no matter what the trouble or error may be. The writer can easily recall several instances, when trying to satisfy "kickers" that he was wrongfully imposed upon, as often is the case, but that is only the better part of life and must be considered as such and not allowed to kill the good intention to rectify complaints. A truly successful salesman will never leave a customer unsatisfied. Then, too, if my suggestions I am about to give are carefully followed and carried out, the unsatisfied customers will be few and far between.

The old axiom, "Honesty is the best policy," works no better nor fits any case nicer than in the salesmanship of poultry. When a poultry breeder, either veteran or novice, is in need of stock or eggs and scans his paper or journal for advertisements, he will invariably buy from the man who has the reputation for honesty and reliability. When a breeder or his salesman who is noted for honesty and square dealing, sells to a customer, that is going to be his customer forever, and probably several of this customer's friends will be; but let a "crook" sell to a man once and if he mistreats his buyer, which is the custom of crooks, every customer of his will be a new one. I challenge any man of the poultry world of the broad United States to show me a breeder or firm that has built his business to any standard or height of success at all who is not noted for his honesty and reliability.

Crooks, imposters and dishonest men may have apparent success and build their business to some degree of height, but sooner or later it will fail and this breeder will be seeking a job for two dollars per day. The writer is able to cite dozens of just such identical cases.

Honesty has become a business element to success. I know several men who in their private lives will stoop to any form of dishonesty for that almighty dollar. Yet in business they will use all model honest methods and



be extremely careful not to misrepresent the least minute detail, because they know they must do this to be successful.

To anyone who is contemplating engaging in the poultry business, no matter how small you are content to remain or how high you may wish to soar, be honest. If you are the worst crook in existence, be honest. Let honesty be your foundation rock. Build upon it firmly from all sides and you will be very apt to succeed.

The poultry business is a business just as much as the mercantile business or banking business and if success is to prevail one must use businesslike methods to promote or carry on such a business. It is my experience that nothing will add better results to rapid salesmanship than the execution of businesslike methods. In the enumeration of these, let me first mention advertising. I call advertising the keynote of salesmanship, for the reason that the public must know what you have to sell if you expect to sell it. It would be easy for me to write a whole page on advertising, but it is only my intention here to mention the necessity of it. Like every other phase of business, judgment and headwork must be used in this. Do not spend all the money you have for an advertisement; neither have one so small it cannot be seen. Judgment should be used here to spend your money in proportion to the number of birds you have to sell and the price you expect to receive for them. Any business breeder subtracts his advertising expense from the profit of the bird sold, and this expense should not be greater than the profit. Of course, a breeder can afford more advertising in selling \$10.00 birds or eggs than \$1.00 ones. Care should also be executed to see that these advertisements are well written, to the point, no more, and placed in the proper journals that will reach the people that desire your product.

The next item I wish to mention here is the treatment of your customers. Many customers are either made or lost by the treatment they receive from the seller. I do not mean to flatter them and spread a lot of useless "salve" but kind, courteous gentlemanly treatment will gain and retain many a customer. This must be practiced both in correspondence and in personal visits. In correspondence with your customers, no matter how their feelings may get ruffled or how mean and impudent they may talk, if you are a conservative business man with the right kind of a head, you will hold your temper and continue to talk like a gentleman. Any man's character may be judged by the letter he writes.

Then, on the personal visits of the buyer to your farm, courtesy must be put into effect. If you live out of town and your visitor is to come in on the train, you should meet him at the depot and take him back with just as much courtesy and politeness if he buys \$10,000 worth of your property, or if he doesn't buy a thing. Of course, in this matter you cannot drive ten miles to get a man to sell him a \$1.00 rooster, as you will have used your profit up in the lively business. Judgment must be used and this branch of courtesy handled accordingly. If your customer happens to be at your place at mealtime, do not send him to a restaurant or if he has to remain in town all night to inspect your stock or complete a deal the next day, never advise him as to the best hotel, but treat him as one of your own family or an honored guest and do not be afraid of wasting too much hospitality.

In conclusion on the subject of courtesy, never be afraid of spending too much on a customer, either real or prospective. Be just as pleasant and as kind when he says "no" as "yes." This will add greatly to your success in salesmanship. In discussing our other business methods we must not omit the subject of correspondence. Suppose you are in quest of either breeding stock or eggs and you write to six or eight different breeding establishments asking for prices and particulars. Some of your letters are answered promptly. They are sent out on a good quality of paper, with a neat, attractive and appropriate letterhead, written with a typewriter and in a clean, neat courteous and instructive manner. The writer writes to the point and then closes. He gives all the necessary information, describes his fowl in detail and does not bother with a lot of useless "dope" about the weather or the war or his present or past prosperity. While your other letters are answered so long after you had written them that you had forgotten you had ever written. The writing is done with pencil and even the most educated can hardly read. Words are misspelled, no capital letters are used, and punctuation is unthought of. The writer does not go into detail about his bird, but says he is "fine,"



A prize winning Rhode Island White—bred and owned by Mrs. C. M. Vertrees, Cecelia, Ky.

of "the best," and all he says is that he will sell you a rooster or a hen for \$1.00 or \$5.00, or whatever the case may be. Which man will you be apt to buy from? Let this illustration guide your actions. If a person is ignorant as to the kind of a letter that will appeal to his prospective buyers, let him write a letter of inquiry to a number of other breeders, asking them for prices and descriptions and when he receives their replies he can imitate the one that appeals to him most. As a rule, what appeals to you will appeal to the next man.

If you will pardon a personal illustration I can give you one that illustrates my case a little more to the point. A few weeks ago I wrote to a man in a certain town in answer to an advertisement he had of a Berkshire boar. A few weeks later I received a reply from a different town than the one to which I had written him. To begin with, my name on the envelope was misspelled; then after I had figured out with great difficulty the contents of the letter, I learned the boar was of a certain popular pedigree. On the following day I received another letter from the same man saying that he had made a mistake as to the pedigree of the boar, that it was different from what he had told me in the first letter and of an entirely different strain, "but he is a good boar all the same," concluded the seller. Did I buy the boar?

Let us remember then that our correspondence is one of the main assets to successful salesmanship.

Again, as to the treatment of customers, I wish to mention a few facts as to their personal visits. As said above, too much kind and courteous treatment cannot be given. Talk to them like a gentleman and take an interest in their affairs and welfare. In showing them your stock, show the best first. If you have some sick or diseased or in any way undesirable specimens, it will be well to have them numbered with the unseen. Find out first what your customer wants and talk to him in that line only. Don't waste time talking about things he cares nothing about. Figuratively speaking, find his weak spots and strike these and with all your force; in other words, find out the points in which he is interested, and talk from that standpoint. Show him the advantages of his selection and convince him he is in the right—if he is. Get your buyer's confidence; don't let him think you are trying to put one over on him. Do not keep him constantly on his guard, but relieve him; make him feel easy; make him feel as though his interests are yours—then you will succeed.



Another very important factor is the appearance of your place—your headquarters where you invite your buyers to come? Is this up-to-date? Does it look prosperous and like it was operated by a business man, or is it a slovenly, run-down, dirty place which reminds one of the remote abode of an Irish widow? Let the sense of art mingle with your buildings and equipment. Have your houses painted, neatly built and properly located. If you have quite a number have them placed with some system and built on a uniform order. Let the entire surroundings including yourself attain the air of prosperity and not shiftlessness. If your birds are money-makers for you, they will be for their next owner, but if he sees they do nothing for you, he is inclined to think they won't for him.

Another very important factor for future business is the prompt attention to all orders. On receipt of a mail order it is a good plan to acknowledge the remittance at once and express thanks for the same. State in this when the article will be shipped, and ship when you say you will. This shipment should also be made as soon as possible. I know at several times when I bought stock I received a letter saying, "I shipped a certain day and he will arrive in a day or two." The day of arrival presents itself and it is "chickenless" as far as my order is concerned. I wait patiently for several days and after exercising a great deal of anxiety and worry and nearly wearing out the telephone line between my house and the express office, I write him again, only to learn that he was very busy and will ship some other day, and in some cases he does not arrive on or any ways near his second appointed day of arrival. Did I ever buy from that man again?

Then as previously mentioned, if this bird is unsatisfactory, take him back. Any and every breeder should make this guarantee if he is a success—namely, "satisfaction." This means that if the customer desires, refund the money, but keep sweet tempered, try to sell him again. Or, if you do not want to have anything more to do with him, keep this to yourself.

A successful salesman's interest in his sale does not close with the shipment of his birds or eggs, but his interest with this customer's welfare should ever exist. At any time when you can be of any help to your buyer, as to giving him advice, do not hesitate to do so. Whenever you notice your salesmanship is lacking, whenever something is wrong, study the traits and characteristics of some successful salesman. Write to him an inquiry for some stock and watch his methods. The same methods that render one man successful in most cases will another, if rightly applied.

#### WHAT ARE FAIR PRICES FOR STOCK AND EGGS?

**Remember, in Purchasing it is Impossible to Buy Anything Good at a Cheap Price—Look Over Your Market and if You Find What You Want, Expect to Pay Well for It.**

By E. H. Hoffman, LaCrosse, Wis., in Poultry Post.



HERE has always been a question in the minds of many as to what is a fair price for Standard bred stock and for eggs for hatching from a strain of birds that have been bred from exhibition stock or from high class breeders. It has often been said that an article, no matter what it might be, is worth all one can get for it, or, in other words, it depends largely upon how badly the purchaser may want it. There is some truth in this statement, but when dealing in poultry there should be some stipulated price which ought to govern the buyer as well as the seller. Those who have been breeding high class poultry for any length of time will agree with me when I say that there are altogether too many prospective buyers who expect too much for their money. They expect to buy a bird that is almost perfect for the price of a mere breeding bird. They write to an advertiser and give a description of a certain bird, probably copy the same from the American Standard of Perfection when making their inquiry, and invariably such letters wind up like this: "From the description that I have given you will undoubtedly know what kind of a bird I want. Kindly quote me your lowest price." Here we have prospective "buyers" who write for prices but I'll wager a dollar against a doughnut that

they would not pay over a dollar or two dollars apiece on a bet. It is strange that some people are willing to pay a fair price for some things but when it comes to paying only a reasonable price for thoroughbred poultry they think they are being held up and robbed. Not long ago I had occasion to talk to a gentleman who had a fair flock of Minorcas, although he had never made a business of showing them at the poultry shows. Nevertheless he had good luck, for which he had paid a good price. Having raised quite a lot of young birds and not being advertised outside his own town, he decided to dispose of some of his old hens and inquired from his butcher what he would pay for them. He was informed by the butcher that he would pay fifteen cents per pound live weight. In the meantime one of his neighbors, who, by the way, had always raised nothing but common mongrels, heard that some of these Minorcas, which his neighbor had paid a fair price for, were to be sold to the butcher. He immediately called and said it was too bad to sell "those fine hens to the butcher" and asked what they were worth. Upon being informed that the butcher had offered fifteen cents a pound and learning that some of the hens weighed from seven to eight pounds each, he kicked on the price and thought that he was being robbed. Imagine a fellow who wanted to buy thoroughbred birds at less than they would bring at the butcher shop. Those, however, are the conditions and it shows how small some people can be. This man knew that Minorcas were better than the stock that he had, but he wanted it for nothing.

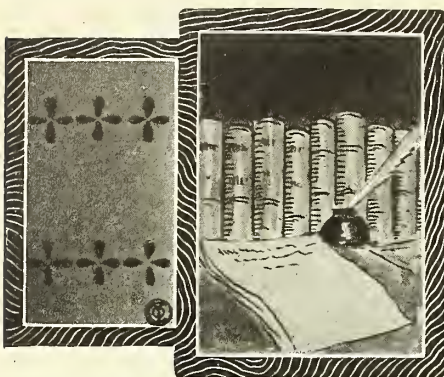
It is impossible to buy anything good at a cheap price. No matter if it be a suit of clothes, a pair of shoes, a piano, a piece of beefsteak or only a chicken. There are good ones and poor ones of everything and in buying an article one gets just exactly what he pays for. If you want a suit of clothes made of cotton and out of date, it can be had at a cheap price. The same may be said of an overcoat, and a pair of shoes made of common leather is not worth as much as one made of finer material. Cheap stuff is expensive at any price, whether it be an article of wearing apparel or food or live stock. Why is it that some people say, "Oh, well a chicken is a chicken and all I care for is the eggs. A thoroughbred chicken will lay no more eggs than one of those ones," and at the same time they are trying to get some of "those fancy chickens" at even less than market price.

Those of us who are in the poultry business know what a good bird is worth because we have all paid for them. We also know that a real good bird is an exception rather than the rule and when we get one it is worth more than the ordinary kind. Further than that, we know that a perfect bird never has been raised and never will be, but still many a prospective buyer insists upon asking for a perfect bird at the lowest possible price. I do not say that all who write for prices are looking for something for nothing, but to those who intend to purchase stock this fall I want to say that an exhibition bird cannot be bought for the same price that a common bird will bring.

In conclusion I will say that I am not making a set price for birds, more than to impress upon the minds of the readers that stock that comes from a line of winners is worth big prices and those who want to buy such birds ought to be willing to pay for them. In the long run it pays to get the best even if the original cost is what may be considered a trifle high.







# EDITORIAL CORRESPONDENCE

## New Specialty Journal Launched.

WE understand that a new specialty journal is to be launched at Waverly, Iowa, and is to be known as the Leghorn World. It is to be a monthly publication devoted only to the Leghorn family and the first issue will appear in August. We wish this new paper the best of success and hope that the Leghorn breeders will patronize it so as to make it a strong specialty paper. This kind of poultry paper as well as others can't possibly exist unless it receives the proper co-operation from the poultry breeders.

## The Gadsden (Ala.) Show.

THE Etowah Poultry Association of Gadsden, Ala., will hold their next show December 6-9, 1916, which promises to be the largest and best show ever held by this association. F. J. Marshall, of College Park, Ga., will place the awards by the score card system. Write J. N. Bellenger, Gadsden, Ala., for particulars and premium list, which will be ready for mailing in a few weeks.

## And We Continue to Lead.

IT is our desire and ambition to make the *Industrious Hen* the leading poultry paper covering the Southern States and when we receive such letters as the one printed below from the Havana Poultry Remedy Company, of Havana, Ill., it makes us feel as though we are gradually reaching the goal we have strived for years to reach. The *Industrious Hen* at this time is stronger in circulation and standing than any other paper published in the South and this is the reason she always pulls such good results for her advertisers. The letter follows:

Havana, Ill., July 18, 1916.  
The *Industrious Hen*,  
Louisville, Ky.

Gentlemen: Inclosed find copy for two-inch ad for August issue of your publication. Wish to say that we have filled several orders for "Nox-Pox" since writing you last and without exception they mentioned the *Industrious Hen*. We are carrying ads in three Southern journals so we congratulate you upon getting us the best results so far. We are inclosing some reading matter which you kindly offered to run in addition to ad. Yours very truly,  
Havana Poultry Remedy Co.  
Per F. S. Tarbill, President.

The above letter is splendid proof of what the *Industrious Hen* can do for you. You should not delay getting your copy started in another issue. September is the month when all the poultry shows and State fairs start all over the country. The demand for breeding and exhibition birds will be greater than was ever

known and to start your copy now and continue you are sure to find a ready market for your surplus stock.

Save feed and time by disposing of your birds early at good prices. Do not wait until early winter to start your advertisement, but get in touch with us now and let us figure with you for your coming season's advertising. We have a special proposition to make you that we know will interest you.

## Andrews' Barred Rocks.

WE are just in receipt of the handsome twelve-page circular of O. B. Andrews, Chattanooga, Tenn., breeder of the world famous Premier Efficiency strain Barred Plymouth Rocks. It is printed in two colors and illustrated with many views of his plant and birds that have won at the largest and best shows from coast to coast. We are anxious to have all of our readers secure a copy of this attractive circular and if you will write Mr. Andrews and mention the *Industrious Hen*, a copy will be sent you free. If you are in the market for high class Barred Rocks, write him your wants and we can assure all of our readers that the treatment and service they receive from him will be perfectly satisfactory and you will get a square deal or your money back.

## Big Poultry Show at Kentucky State Fair.

DO not forget the date of the Kentucky State Fair which is September 11-16. This will be one of the largest and best State fairs held in the South and the poultry show is always one of the leading attractions. H. A. Pickett and Henry Dipple have been engaged to place the awards and E. W. Hoke will judge the pigeons.

The show will have uniform cooping which will be furnished free to all exhibitors. The poultry building will accommodate about 2,500 birds and from the interest that is being shown by breeders and exhibitors all over the country the coming show will be the largest ever held at the Kentucky State Fair. The competition has always been strong and anyone that can come here and make a good showing with a string of their birds will find it a splendid investment from an advertising standpoint.

We would like to see every breeder in the South send a string of their best birds to this show. It will mean a lot to you in helping you dispose of your surplus stock and eggs during the coming season. Be sure to write to the secretary and get a copy of the premium list and entry blanks and plan to send a string of your best

birds. Address W. J. Gooch, secretary, sixth floor, Republic building, Louisville, Ky., or A. W. Haller, superintendent, 103 W. Market street, Louisville, Ky.

## For Self-Protection.

MOVEMENT is on foot by the poultry publishers which may develop into an organization of some kind for their mutual protection. It is possible that the members of the poultry press will get together at Cleveland next month and agree upon some plan whereby our fraternity may be better protected against the sharps and professional "dead-beats" that infest the field today. A score or more have declared themselves in favor of the idea, and it is hoped that action may be taken. Such an organized effort can only result in much good and will not benefit the publisher exclusively, but protect the thousands of readers from the sharks who creep into our columns at times in spite of us.

Of course there are some members of the fraternity who will continue to measure everything by the dollar sign, regardless of the fact that their readers may be paying toll at the hands of a faithful advertiser. However ninety-nine per cent of the present day publishers are looking more to the protection of their readers by a more strict censorship of their bookings.

The *Journal* has for some time followed a plan of its own whereby the names of all delinquent advertisers were published, thus warning both our readers and our brother publishers. For example during the past five months a certain corporation succeeded in placing their advertisement in twenty-seven different poultry journals; it being learned later that said concern were N. G., and not giving value for cash received. The *Journal* canceled its contract with this advertiser some time ago and published the fact, yet today we still see this same advertising carried in many journals. One leading general poultry magazine and our own little specialty magazine being the only ones to our knowledge to learn of this fake firm and cancel them before many readers had been stung. All such examples show the need of an organized effort of some description for the mutual protection of the publishers; or, at least, of those who hold any consideration for either their readers or fellow-editors. Let's get together.—National Barred Rock Journal.

There must be something done to eliminate the crooks and dishonest advertisers from our columns and the only way to stop it is for the publishers to form an organization among themselves and carry no copy that is doubtful. Know that they are honest and reliable breeders and men who will treat our readers fair and square in every deal and also know that they will pay their advertising bills. It is our honest belief that any poultryman who will not pay his advertising account is a dishonest breeder and will defraud our readers.

We have a list of advertisers who have used the *Industrious Hen* and we find it impossible to collect our money from them. We will gladly send this list to any poultry or agricultural publication who will write us.





Under this heading "Pick Ups Here and There," we will give our readers each month clippings from our exchanges that we think will interest them.

#### American Cornish Club Annual.

**W**E are just in receipt of the 1916 Annual of the American Cornish Club sent us by Jno. W. Ward, Jr., secretary-treasurer of this progressive club. It contains 116 pages and is full of good live reading matter which is of vital interest to every Cornish breeder in the United States and Canada.

The American Cornish Club at the present time has something like 500 members of which 175 have been secured since January 1, 1916. We urge every reader of the *Industrious Hen* who is breeding this variety and who are not members to join at once and help boost the good work along still faster.

The next club show will be held at the Boston show, January 9-13, 1916. The judges have already been announced—W. H. Card and Jno. W. Ward, Jr. We hope to see more Cornish breeders in the South in the future, as this English bird has merit that should be recognized more by poultry fanciers.

#### Buy the Best.

When buying purebred fowls do not seek culls, but endeavor to secure those that are good. A cull may have some fault—may be lacking in hardiness or may have been tried with unsatisfactory results. It will always be an advantage to visit the breeder and make a selection rather than order by mail, unless the breeder is known as one who is reliable and whose stock is first class. Sometimes, however, a cull is simply not a show bird; in which case it may be equal to any in the flock in other respects.—*Poultry Herald*.

#### Farm Poultry Suspends Publication.

News has been received that *Farm Poultry*, Boston, Mass., has suspended publication. John H. Robinson, editor and owner, it is understood, says that business has been poor, and that this condition was made worse by an accident which disabled both himself and his son.

*Farm Poultry* was established in 1889, and for several years has been in the front rank in Eastern poultry circles. Mr. Robinson has been editor of the publication for about the past fifteen years, but only a few years ago secured controlling interest in the company.—*Poultry Success*.

#### The Pure Breeds.

The poultry industry is more evenly distributed than any other. There is no limit to the demand for poultry,

not only for that which comes from farms, but of pure breeds. Within the last twenty years there have been more attention given the breeding of poultry than during any previous fifty years, and the more the people become familiar with the value of poultry as a source of profit, the greater the demand, the larger the profits and the wider the field of operations. There is not a city, town, village or hamlet that does not possess some specimens of the feathered tribes, and the breeders have done much to increase the interest. It cost but little to begin with a small flock of pure breeds, and they multiply rapidly.—*Poultry Record*.

#### High Prices to Continue.

The high prices of poultry meat and eggs will continue indefinitely. This prediction is supported by the report of the Department of Agriculture, on the supply and demand of meats.

Poultry, as well as eggs, are used largely as a substitute for meats—hence the close relationship. The government finds that high meat prices prevail throughout the world. One reason for this is the fact that production has failed to keep pace with the increase in population. Other contributory causes given are the increased cost of production and diminishing purchasing power of the money unit.

An interesting feature of the situation in the United States is that while the production of meat is on the increase, it is not yet proportionate to the growth of population. While holding out little or no hope for a lowering of meat prices in the near future, the report says that there probably will be a gradual growth and ex-

pansion in the world's production of beef, mutton and pork which may or may not equal the rate of increase of meat-eating population.

The available supply of meat in this country would be much greater, the report states, were it not for the enormous losses caused by disease and exposure. In the past sixteen years, it is estimated that about 1,475,000 cattle have died annually from disease and approximately 1,500,000 from exposure. In 1909, at least 7,000,000 hogs died of cholera.—*National Barred Rock Journal*.

#### Examinations for Judges.

An amendment is to be presented at the Cleveland meeting of the A. P. A. to change the present method of licensing judges so that they will be required to pass an examination. This is a good idea, we believe will be generally admitted, if it can be satisfactorily carried out, and possibly the only way to find this out is to try it. It is further stated that an amendment to this amendment will be offered requiring present judges to pass an examination also. There is some doubt about the legality of a proposition of this kind and it may be that the object of this amendment is merely to aid in defeating the other amendment. Judges will hardly object to this amended amendment openly as it might be construed that they were afraid they could not pass an examination. However, one thing is certain, if the amended amendment is passed, no licenses should be handed to a few favored judges on a silver platter, as has been done under the present system.—*Poultry Record*.

#### Fogg's S. C. White Leghorns

Bred to lay. Get our special prices on breeders and cockerels.

N. V. FOGG, Box 4250 Mt. Sterling, Ky.

#### THE "OK" POULTRY JOURNAL

Published on the 15th of each month. Subscription, one year, 25 cents; three years, 50 cents. Advertising rates on request. 24 to 48 pages monthly. Sample copy free.

THE "OK" POULTRY JOURNAL, Box I Mounds, Okla.

#### ROSE COMB REDS

Eggs half price for balance of season. A few high class breeders cheap to make room. Get our prices before you buy. No sale unless you are satisfied.

MRS. H. R. NUSZ & SON

Box I. H.

Cecilian, Ky.

#### CALHOUN'S S. C. WHITE LEGHORNS

You'll be proud of the vigor, beauty and EGG RECORD of your stock if "Woodland Bred." Summer sale high quality cocks, yearling hens and this season's pullets hatched February to May, at prices that move them quickly. Our young cockerels can't be beat as to price and quality. Write us now.

WOODLAND POULTRY FARM, MORRISTOWN, TENN.

#### REGAL SUMMER SALE

In order to make room for my large flock of rapidly growing chicks, I am offering for sale 600 selected breeders at remarkably low prices. Send for free sale list giving description and prices, also 20-page catalogue. Eggs from prize matings \$2.50 per 15; \$4.50 per 30; \$6.00 per 45; \$12.00 per 100.

#### REGAL COCKERELS AND PULLETS

This season I have over 2000 early chicks—the best I ever owned. If you want to make a winning in your State Fair, let me quote you prices.

JOHN S. MARTIN, BOX 911 PORT DOVER, CANADA

Just say you saw it in THE INDUSTRIOUS HEN.





# SOUTHEASTERN NOTES and COMMENTS

By D. R. McBRAYER, Mooresboro, N. C.

**A**UGUST—the hottest month of the year. Yet we must not let the hot weather keep us from attending our poultry work regularly. Both old and young birds will need special attention to bring them through this period of terrible heat. Provide always, plenty of fresh water, shade and food. Dust baths in a cool shady place also are of great value in keeping down lice, etc. Sell every hen that you do not expect to keep over for a breeder. They will go into the moult this month and you will get very few eggs for two or three months so get rid of them now. The hens that are to be kept over for breeding purposes should be given free range and not forced for eggs. Let them moult in the natural manner, and if they do not lay again before Christmas they will make so much the better breeders as the eggs they do lay will hatch strong healthy chicks.

The early hatched birds and the ones intended for exhibition at the early fall fairs should be well along toward maturity by now. If they have had plenty of beef scrap and milk they ought to have the frame now and be ready to take on the weight necessary to bring them up to as near the standard as possible. Each day as we feed them we should handle them and get them gentle. If this is practiced once each day, when they are put in the coops and are handled by the judge they will show up to much better advantage than those that are wild and scared to death. Moreover, there is genuine pleasure in spending a few spare moments each day out among the growing chicks, watching and "petting" them. Give them plenty of attention now during this hot weather and you will have little trouble with them later on.

We came very near being left out of the August number of the Hen. At this writing, July 18, the western part of North Carolina is almost washed away. The worst floods that have ever visited this State to our knowing has just swept over the country. Nearly all the fine concrete and steel bridges, of which we had so many, are washed away. Many of the railroad bridges are also gone, and trains are unable to run. Mails have been tied up for days. Telephone and telegraph wires are down. Millions and millions of dollars worth of damage has been done, to say nothing of the many lives that have been lost. Even now as we are writing this we have no assurance that it will reach the publishers before it is too late to publish it.

The recent storms have done much damage to the crops in this State. About the only crop that seems to have stood it without much damage

is the chicken crop. Our growing chicks have stood the rains unusually well, and we hope will not have to pass through another time like this, even though they should live to lay a thousand eggs.

The incubators and setting hens should be put to work again now. Chicks hatched off in September usually grow off well and bring very good prices. Besides we like to have chicken for our own table and unless we hatch them ourselves we may not have them. If you do not care to raise very many you should at least raise a few for your own table, and keep over the nice pullets for layers. Pullets hatched in the fall invariably make better layers next spring and summer than ones hatched early in the spring and summer.

How many eggs did you put down in waterglass solution? There is quite a nice little profit in eggs put down when they are bringing fifteen or twenty cents per dozen and sold around Thanksgiving or Christmas at forty cents per dozen. We have received some inquiries regarding preparing the solution which we were glad to answer.

The A. P. A. convention meets at Cleveland this month. Will you attend?

Mr. A. S. Harrill, of Ellenboro, N. C., one of the oldest and widest known poultrymen in the South, told me recently that he has a nice bunch of young Partridge and White Wyandottes coming on for the fall fairs, and unless he falls short of his record of previous years, he will make his competitors work hard for what they get at the coming fall and winter shows. There are few fanciers in the South like Mr. Harrill. We wish there

were more. He's a great man in the chicken world as well as in the vocation that he follows along with his poultry work. Few men have done as much as he for the poultry industry here in the South and we are very much indebted to him for his great work.

There is yet time to buy choice breeding birds at very greatly reduced prices from many of the leading breeders of the South, and those who are in need of better blood, or who are just starting in the poultry business are missing a great opportunity when they fail to take advantage of this opportunity of getting choice breeding stock at one-half the regular price.

## A Boon to Poultrymen.

The discovery and marketing of "Nox-Pox" marks a new era in the treatment of chickenpox or sorehead. It is an external application and it is a pleasure to use it for the results shown so soon and so positively.

One application of this treatment is usually all that is required and it certainly does the work for it kills the spores which cause the disease. It is a scientific medicine prepared by skilled registered druggists. It is marketed in four-ounce 50 cent bottles and will be mailed to any address in the United States upon receipt of price. Address Havana Poultry Remedy Co., Havana, Ill.

## JNO. W. ZIMMERER

Judge of all varieties. Advocate of the score card show. Get my terms, etc.

ANCHORAGE

KENTUCKY

## 5000 WHITE LEGHORNS

bred for eggs. Lowest prices on hens, 8-week old pullets and breeding males. Free catalog gives prices and tells all about the Ferris strain. Post card brings it.

GEO. B. FERRIS, 922 Union, Grand Rapids, Mich.

**Send only 50c** to Poultry Breeder (Michigan), Battle Creek, Mich., for one year's subscription to second oldest Poultry Journal in the United States and a 50 cent bottle of Lice Killer FREE. Up to date poultry paper filled with the very best practical information, telling you how to be successful, from pens of the most successful poultrymen. Sample free.

Advertising rates very reasonable.

## BUFF ORPINGTONS S. C. RHODE ISLAND REDS BARRED PLYMOUTH ROCKS

Our young stock is coming along fine, and we will have a nice lot for sale in the fall.

S. M. HARBISON,

DANVILLE,

KENTUCKY

The Most  
Eggs at  
the Least  
Food  
Cost

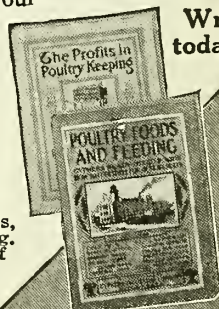
"So well balanced that it fills the egg basket," writes the Lawndale Orp. Yds., Chicago, Ill. "Superior products for increasing the egg yield," declares The Polo Leghorn Farm, Polo, Ill. Feed Cyphers Laying Mash, Scratching Food and Meat Scrap to your own fowls and you will be just as enthusiastic.

**Cyphers Co's**  
Poultry Supplies

From Incubators to Brooders, from Poultry Foods to Poultry Remedies, these supplies represent the highest standards of poultry raising. They are a part of the "Cyphers Way" that has enabled thousands of poultry raisers to reap success. Write for the two new books that point out the path to money making in the poultry business—"The Profits in Poultry Keeping" (172 pages) and "Foods and Feeding" (32 pages). Both Free.

**CYPHERS INCUBATOR CO., Dept. 13.**

Home Office and Factory: BUFFALO, N. Y.  
BRANCH STORES: New York, N. Y.; Chicago, Ill.; Dallas, Tex.  
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Write  
today

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**Two Books**  
That Have Shown  
Thousands of Poultry  
Raisers How to Succeed





# TURKEY & WATER FOWL DEPARTMENT

This department is conducted by Mrs. J. C. Shofner, Mulberry, Tenn., and any questions that you wish to ask will be answered through this department, if addressed to Mrs. Shofner. If a personal reply is wanted, enclose a stamped envelope.

## Good Profits in Turkeys.

I WOULD like to go into details of my management of all the different classes of fowls, but as space forbids, I will dwell mostly on what I consider the most profitable and yet the most neglected—turkeys, geese and ducks.

As our country grows more densely populated and our neighbors' fields more numerous, the wild roaming-natured turkeys must be discarded and those breeds most domesticated take their place. The Bourbon Reds and White Hollands are the most domesticated of all. I raise the White Hollands and nothing could be prettier than they, with their snowy plumage and bright red heads.

Many people kill their young tur-



Prize Winning White Rock Pullet. Bred and Owned by Lewes P. Doerhoeffer, Anchorage, Ky.

keys by feeding too much. This and lice are the chief causes of failure among the inexperienced.

I kill the lice before the turkeys hatch by frequent dusting of setting hen with wood ashes, sulphur and snuff well mixed and dusted through the perforated lid of a tin box.

When the turkeys are hatched I confine the mother for two or three days in a coop some distance from the house, where they will not be molested by the other fowls. I build a pen of 12-inch planks around the coop and let the little ones run in and out at will. I keep water before them in shallow vessels, and as no breed of turkeys has ever been so far removed from their wild state as to thrive on the same treatment as chickens receive, I try to imitate nature as far as practicable. Insects, grain and grass seeds form their natural food. I feed them four times daily the first few days. My first feed consists of hard boiled egg and

curd obtained by heating fresh clabber to the boiling point and draining through a colander. This curd is sprinkled thickly with black pepper. At noon I feed baked cornbread with onion tops finely chopped. Their next feed is curd and the last cornbread and hard boiled egg. I feed only what I think they actually need, although they always act as though starving.

After two or three days I let the mother leave the coop in daytime and go in and out of the pen at will, but am careful to confine them at night and keep the little turkeys in the pen until at least ten days old. After then I allow them to follow their mother and feed only three times a day. I am careful to keep them out of dews and rains. As they grow older I lessen their midday meal and finally leave it off entirely.—Progressive Farmer.

## Holterman's Health Improving.

W. D. Holterman, originator and breeder of "Aristocrat" Barred Plymouth Rocks, Fort Wayne, Ind., is just recovering from a very serious illness which has kept him from actively participating in business affairs for many weeks. His son, Louis, has been very successful, however, in taking his father's place in the management of "Aristocrat" affairs.

Mr. Holterman writes that they have now 1,000 more young birds than at the same time last season. Mr. Holterman has hosts of friends and business acquaintances from ocean to ocean who will congratulate him on his recovery and all of whom will

join us in sincerely hoping that it will be complete and immediate.—Poultry Success.



## GET OUR PRICES

WE CAN SAVE YOU MONEY

Our stocks are suited to your requirements. We can furnish anything in the feed line at the lowest prices. Try us on

Scratch	Feed Meal	Meat Scraps
Egg Mash	Wheat	Shorts
Grit	Corn, Oats	Cow Feed
Chick Feed	Bran	Horse Feed
Blood Meal	Mill Feed	Mule Feed

**RITTER-HENNINGS COMPANY**

14th and Main Sts. Inc. LOUISVILLE, KY.



## Mapleside "Bred-to-Lay" Barred Plymouth Rocks

Acknowledge no superiors as layers. Eggs for hatching 10c each; \$4 per 50, \$7.50 per 100. Circular of facts free.

O. F. MITTENDORFF, Lincoln, Box M Ill.

## EGGS FOR HATCHING

Genuine line-bred Single Comb Buff Orpingtons. 8 to 10 lbs. in 10 to 12 months. \$1.50 per fifteen; \$7.00 per hundred.

LUCILE POULTRY YARDS

Rankin Eastin, Owner

Box 395,

Madisonville, Kentucky

## MAMMOTH BRONZE TURKEY EGGS

FOR SALE

Do you want stock from the largest and finest in the South, from prize winners at Madison Square Garden, World's Fair, Nashville and many other great shows? Two flocks, unrelated, to select from. Also Barred Rocks, stock and eggs. Write at once to

MRS. J. C. SHOFNER  
Route 1  
Mulberry, Tenn.



## CHAMPION S. C. BLACK MINORCAS

Large, vigorous, long bodied cockerels, bred from New York and Hagerstown winners, at \$3.00 and up.

R. H. ANDERSON.

LYNCHBURG, VA.

## 14-VARIETIES-14

Reduced Prices for May and June

We are offering eggs from the following grand matings at greatly reduced prices. All pens are headed by first prize cocks and cockerels, mated to trap-nested heavy laying females that have won in all the larger shows. Out of a possible 240, we won 139 firsts, 69 seconds and 26 thirds, besides many cup specials and A. P. A. Medals and Diplomas. Eggs from Single Comb White Leghorns, Single Comb Buff Leghorns, Blue Andalusians, White Plymouth Rocks, Silver Pencilled Plymouth Rocks, Partridge Plymouth Rocks, Buff Plymouth Rocks, Black Orpingtons, Light Brahmas, Silver Spangled Hamburgs, Lakenvelders, White Minorcas, Dark Cornish, at \$1.50 per 15 eggs or \$2.75 per 30 eggs. White Muscovy Ducks at \$1.50 per 12 eggs. We guarantee 12 live chicks from every setting of 15 eggs or will replace free of charge. Catalogue and mating list free. Can furnish some nice pens and trios of Single Comb White and Single Comb Buff Leghorns at \$4.50 per trio, \$7.50 per pen of five. Book your orders now for young stock and get the pick. Can furnish winners for any show. Write us your wants. All eggs ordered direct from this ad will be delivered free.

## LOMBARDY HEIGHTS POULTRY FARM

J. O. Reid, Prop.

Stanford, Ky.

Just say you saw it in THE INDUSTRIOUS HEN.





By F. H. REILS, Tampa, Fla.

### Some Problems Southern Breeders Must Face and Meet Intelligently.

IN the course of about twenty-five years of active identification with the poultry industry of the South, I have had abundant opportunity to witness the coming and going of many breeders, and in almost every case where failure resulted, the cause was so glaringly apparent that no one wondered or even grieved at it.

While things have changed for the better in many ways, there remain enough of the old time "hit or miss" practice that sent so many other ventures to the bad, that we can't resist the temptation to call attention to the necessity of a better system, if we are to take our place as a great producing section, and enter into competition with shippers from other parts of the country.

If a man advertises his wares in a paper, and he sells out his stock, he is bound by all the ethics to at least answer any correspondent who comes to him in good faith, after seeing his advertisement, whether he has sold out or not; to fail to do so, is to put the inquirer on notice that you are unworthy of his confidence, because you are unappreciative of his tendered business. This is one great fault with many of our Southern advertisers. I have several instances in mind where men have advertised, yes, and actually grieved because they did not seem to be getting any business, and apparently they did not understand the reason why. Other breeders, some of them near neighbors apparently with inferior stock would be securing orders while the other fellow got nothing. There was a reason; he was one of those who, when he sold out, neglected to answer his inquirers and he established a reputation for unreliability which, whether deserved or not, has placed him in this unenviable position.

I can appreciate the other fellow's feelings when he writes answering an advertisement and gets no response. I have had similar experience. In an effort to serve some men whom I thought to befriend, I have referred inquiries for stock and eggs to them, asking whether they could supply these wants. There were a number of other reliable breeders to whom I might have sent these prospective customers, but very naturally everyone has some choice in such matters, and so had I. Well, in a half dozen instances, these fellows did not even give me the courtesy of an acknowledgement, nor did they answer the parties I referred to them. They pose as reliable breeders, with show room honors and advertise for busi-

ness, but in real practice they show as much business ability as a certain long-eared animal whom they might be named after, only that I honestly believe that the comparison would be a reflection on the animal and an injustice in the bargain.

Two of these men live in Georgia and as before stated, pose as breeders of reputation. Both have won show honors and should get a good deal of business, yet I know for a fact that neither of them makes enough out of their birds to pay for their keep. The reason is explained in the lines above and should cause us to reflect. I would not send either another inquiry under any circumstances that I know of, and I trust that both are readers of the *Industrious Hen* and will see these lines, which reflect my feelings and I presume those of the others who put any faith in their absurd pretensions to being business people.

We hear a great deal of what could be accomplished in the South, because of our mild climate which gives us conceded advantages over other parts of the country, and we know that this is true. But I know, and you know, that poultry raising in the South in 95 per cent of the cases is carried on as a side line proposition, and not as a business of itself. Compared with the rest of the country in this respect, we are still in our swaddling clothes. It is this existing condition that makes it so hard for us to progress, because as a side line proposition we can never expect to make our poultry venture the success that we could were we to undertake it as a business of itself, to which we must devote our whole time.

How many breeders that you know of could fill an order for 500 eggs within a reasonable time? How many have sufficient birds to justify an aggressive advertising campaign such as is waged by their more successful competitor from the North? How many are there in the business who do as those others do whom I have already described, forget to answer an inquirer? How many preach patriot-

ism and loyalty to our own institutions, but when they want good stock or eggs, send to the big advertisers to have their wants filled? This old humbug cry of loyalty is not worth discussing. This is an age and time that calls for aggressive, progressive work if we are to succeed. It is the man who advertises what he has and has what he advertises that gets the business and keeps it. Don't fool yourself into believing that you are more loyal than the other fellow. You want your dollar's worth and you are going to see that you get it if you can. I don't mean to say that you always do that when you send off for birds or stock, but I am not partisan enough to believe that the ratio of dishonest breeders is greater in one section than in another. I know of some pretty rank cases pretty close to home.

I hear constantly, breeders discussing Southern poultry publications, making comparisons with those of other sections that do ours a rank injustice. I want to ask some of you critics a very plain question: How many of you are supporting your Southern publications as you should? How many are meeting their obligations, without which the average paper in this section cannot go on and give the service that is expected? I know of fellows here who take several Northern papers who do not subscribe to a single Southern publication, and yet they have the temerity to make comparisons, as above stated.

I am a firm believer in the support of our home institutions in every in-

## PIGEONS PAY

**Better Than Chickens**  
Young pigeons (squabs) bring 40 to 60c each when 3 to 4 weeks old. Big demand in city markets. Each pair of pigeons easily clear \$4 per year. Always penned up. Very little space and money needed to start. Free Book explains all. MAJESTIC SQUAB CO., Dept. 67 ADEL, IOWA.

**FREE BOOK**

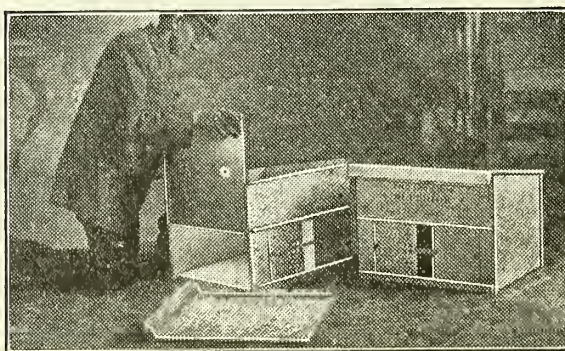
## 48 Lessons In Poultry Culture

Covering every phase of poultry husbandry, each lesson complete, thorough, practical. Written by Quisenberry, the man who has done more for the poultry industry than any man in America. No matter whether you are an old hand or just beginning you will find these lessons will pay for themselves many times over. Write today for our free illustrated book, "Dollars and Sense in the Poultry Business." It tells the tale. **American School of Poultry Husbandry, Box 60 Mountain Grove, Mo.**

## Crown Bone Cutter

**EASIEST** run, **Fastest** Cutter, **Strong**, **Substantial** build. Bone scrap means **more eggs**, **higher percentage fertility**. Own a "Crown" Cutter and have fresh bone for every feed. Dry Bone, Grain and Shell Mills, Hand and Power sizes. Free illus. catalogue. Est. 36 years. **WILSON BROS., Dept. 16 Easton, Pa.**

**Best Made - Lowest in Price**



## THE DELPHOS Superior Brooder Coop

Made of galvanized material. Rat-proof—sanitary—perfectly ventilated. Every part slides into place, fits snug and no tools but the two hands are required to set it up. Collapsible and easily stored when not in use. Special prices to agents. We can use a good agent in every locality. Write for particulars.

**THE DELPHOS MFG. CO.**  
Dept. H. Delphos, Ohio





FOR SHOW BIRDS AND EGGS USE  
**Producer** CHICK DEVELOPING SCRATCH MASH **Feed**  
 EDINGER & COMPANY, Incorporated LOUISVILLE, KY.



## Single Comb Brown Leghorns!

Winners at Louisville, Lexington, Ky., Knoxville, Tenn., New Albany, Ind., Hamilton, Ohio, Indianapolis, Ind., Augusta, Ga. Cockerels at \$3 and \$5 each; Pullets at \$2 to \$5 each. Exhibition stock special prices.

BONNYCASTLE POULTRY YARDS

LOUISVILLE, KY.

stance where they deserve it, yet I know that there are occasions that set us to thinking and that make us balk at times, in taking on new things. Southern papers are in a great measure to blame for the existing conditions; not the papers like the *Industrious Hen* and some others that have been before the people of this section for many years, but these parasites that spring up like mushroom growths in a night, get your subscription money and disappear from the mails immediately after. We have had more than our share of such. But that is no good reason why the papers that have been tested through the years that have gone ahead should be allowed to suffer from lack of support; rather let us help to pull them through times of stress and trouble to make them of greater force and benefit to us and to the industry they have helped to build up.

I hope that before long the South will take its rightful place in the forefront of producing sections, and that in this growth and development the poultry press of Dixie will share, and share abundantly, to make up for the anxious years that have gone before, and get their reward for faithful services performed. But before we can hope for these results we may as well begin to place our poultry ventures on a business basis, without which we need hope for no real benefits or results. The breeders owe it to themselves to bring to this line of endeavor, the same business energy and ability that is necessary in the successful conduct of any other line of business. God speed the day and bring us a realization of this dream in the near future.

### Egg Laying Contest in Kentucky.

Plans have been perfected for holding a big egg laying contest at the Kentucky Agricultural Experiment Station, beginning November 1. Every breeder of poultry who thinks he has an egg-laying strain of birds should write to the experiment station for a copy of the booklet giving the rules and regulations.

It is planned to start with fifty pens of five pullets each. Data will be kept in regard to the number of eggs laid and the feed consumed.

The pens will be shown by number or by the names of the exhibitors. If an exhibitor fears that his birds will not do well in competition with the others, he may have his pen entered by number and no one will

know whose pen it is.

The contest will be carried on at the farm operated by the experiment station. This farm is located in the outskirts of Lexington and is very close to a street car line, so that it will be accessible at all times to visitors. Reports will be sent each month to the newspapers and poultry journals.

The buildings and yards will be erected during the summer and will be ready to receive the birds October 15. Two weeks will be spent in getting the birds used to the quarters before the contest starts November 5.

J. J. Hooper.

### Watch Out Now for Lice and Mites.

Every poultryman fully appreciates the fact that it is far easier to keep infection out of a flock, thus preventing disease, than trying to cure a disease when once established. Sanitation is one of the essential factors in successful poultry raising, for sanitation means disease prevention. It is an easy matter for any breeder to keep his poultry buildings free from vermin by the occasional use of a good disinfectant.


Right now is the time when lice and mites begin to thrive, and when they do their most damage. Every poultryman is troubled with these pests more or less, and should now begin to be on the lookout for them. Make a thorough inspection of your birds and their quarters. Don't let lice or mites get a start on you, because they multiply rapidly, and unless you watch close, before you know it, your birds and buildings are alive with these pests.

It is far better to take time by the forelock and do a little spraying with a disinfectant, than have your birds begin to take sick and die. Some authorities state that half the poultry losses

are due to lice and mites. Furthermore, hens kept free from these torturing pests lay better, while chicks grow faster and mature earlier.

For your spraying operations use Zenoleum—a standardized coal-tar disinfectant. Don't pay a big price at your drug store for three or four different kinds of drug products, which you will have to mix yourself, when you can buy Zenoleum already prepared at a smaller cost. The manufacturers claim that Zenoleum is an amazing germ killer and destroyer of all insect pests that prey on hens or chicks. It is not poisonous. You can use it freely for spraying anywhere, or you can even dip your birds in a diluted solution of it. Zenoleum is used and recommended by fifty agricultural colleges and by thousands of breeders throughout the country.

The manufacturers, The Zenner Disinfectant Co., 660 Lafayette avenue, Detroit, Mich., are making a special trial offer this month of a good-sized can for a small sum. See their ad in this issue and also send for their free poultry book. This concern also manufactures an excellent lice powder, which they fully guarantee.



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This department is conducted by the Editor, 901-902 Great Southern Building, Louisville, Ky. If your birds are sick, write him. He will tell you through this department where your trouble lies. If you want a personal reply, send stamped envelope.

#### Dark Comb.

Editor Industrious Hen,  
Louisville, Ky.

Dear Sir: My White Rock cockerel which I purchased some weeks ago has a very dark comb and I am afraid we are going to lose him, for he seems to have little energy to move about and seems like a bird that is lousy. Will you please give me some remedy for this trouble for I want to save him if possible. I will be very thankful for a personal reply. Yours truly,

Montgomery, Ala. H. J. G.

Your bird has some kind of liver trouble and I advise you to place him in a coup and begin treating him at once. Get five cents' worth of muriate of ammonia from your local druggist and place a teaspoonful in a pint of drinking water and allow no other drink for at least three days. Make fresh every day. Feed only light diet and I believe this will bring him about all O. K. You might try some of Carter's Little Liver pills on him. They are good for any kind of liver trouble. Give him one every night for three nights.

#### The Best Green Food.

Editor The Industrious Hen,  
Louisville, Ky.

My Dear Sir: Please tell me what you consider the best green food for birds during the winter months. I have been feeding cabbage to them, but I find that is pretty expensive to buy. Although it is a fine green food. If you can recommend anything else for me to use I will be very grateful to you. Very respectfully,

Worthville, Ky. H. G. B.

The best winter food you can get and I believe the cheapest is to use sprouted oats. This is the food that you see advertised at ten cents per bushel and is considered one of the best egg-producing foods that you can get. Cabbage is an excellent green food for poultry, but it is too expensive to feed in winter.

#### Feather Eating.

Editor The Industrious Hen,  
Louisville, Ky.

Dear Sir: Will you please tell me what is the matter with my hens and rooster. They have lost most of their feathers, especially the rooster. I notice the hens picking the feathers off each other. Can it be lice? E. C. W.

Nashville, Tenn.

Your hens have the "feather-pulling" habit. You do not say, but I would gamble that you have them penned and fail to keep them busy and to feed them mineral and animal matter. The best thing to do under the circumstances is to put your hens on free range. Give them all the green food (animal and mineral food) they need and keep them busy. As a rule fowls after becoming addicted to this habit are hard to break and unless the free range and change of feeding system has the desired effect one might as well kill them out and restock.

#### Bronchitis.

Editor The Industrious Hen,  
Louisville, Ky.

My Dear Sir: I have a flock of White Wyandottes and they have a very bad rattling noise and seem to have something in their throats. Will you please tell me what is the trouble and what I can do for them. They have had this trouble for some time. I want to cure them if possible. Very truly yours,

Buffalo, N. Y. S. M. G.

I believe your birds have bronchitis and the best thing to do for them is to procure a quantity of arsenate of antimony and give a pill three times a day containing 1-1000 of a drug strength each until they are entirely well. This will bring them around all O. K. Be sure to keep them in a dry, well ventilated coop while you are using it.

#### Various Questions

Editor The Industrious Hen,  
Louisville, Ky.

My Dear Sir: Please give me some light on several questions: (1) Is it true that pullets hatched by an incubator lay better than those hatched by hens? (2) My hens lay a large per cent of soft-shelled eggs. What is the trouble? (3) Will yellow-shelled eggs hatch as large per cent of healthy chicks as will those of white shells? Dayton, Tenn. A Subscriber.

(1) There is absolutely no difference in the laying qualities of pullets hatched by incubators and those by hens, if the eggs are from the same parentage. (2) Give them more oyster shells, green food and ground bone. (3) No, not as

a rule, because the yellow-shelled eggs are laid by the large breeds which do not exercise as much as do the smaller ones and, too, the males of the larger breeds are not near so active as are those of the smaller breeds. The color of the shell has absolutely nothing to do with the fertility though.

#### Columbian Wyandotte Club Quarterly.

The National Columbian Wyandotte Club has just issued its fifth quarterly, and is one that will prove very interesting and helpful to all Columbian Wyandotte breeders. This booklet contains eight pages, 9x12, on the best paper, to show up the halftone illustration. It has many valuable articles by prominent fanciers, and interesting news items pertaining to our club. Write for this literature which is free, and list of breeders in your locality. Address D. G. Keyler, secretary-treasurer, Trenton Junction, N. J.

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## Sanitary Conditions in Poultry Yards Necessary for Best Results.

**S**ANITARY conditions are important. The tramping of many "hen feet" on the same ground for any length of time will naturally compact dirt and disease into the soil. Also the soil is in many cases damp. All poultrymen know that dampness and poultry are not good mates. Where poultry is kept in yards continuously the earth needs turning over at least twice a year. Sanitary conditions about a poultry yard can be improved by the use of a few sticks of dynamite. It is especially valuable in eliminating surface water where hardpan exists near the surface of the soil. In lowering surface water by drainage the soil can be sweetened easily by lime. Besides shaking up the soil and draining many poultry yards, dynamite explosions have some influence in destroying offensive pests. The explosion scatters them and the new soil gives them but little encouragement.

The following is the experience of a large poultryman who has found dynamite an aid to his poultry business success.

A few years ago our poultry yard was in need of drainage. It was located in a hollow of the surrounding hills where the surface water could not readily escape until July. The ground was damp, wet, or a pond a greater portion of the year. To relieve the situation surface drainage seemed a necessity, and to accomplish it would require digging a ditch through a five-foot grade and across a macadam roadbed. The soil seemed porous at least three feet in depth; deeper, it was hard as stone, but the crowbar went through it. A trial shot with a half stick of twenty per cent low powered dynamite showed hardpan at three to four feet. This streak of hardpan held water similar to a cement basin until the sun had dried the water in July.

It was evident that the water could be made to find a new level if the hardpan basin was broken in three or more places near the lowest part of the yard, and the holes filled with stones.

Three holes were drilled ten feet apart covering the lowest portions of the yard. They were made with a long iron bar to a depth of six feet and loaded with two sticks of twenty per cent dynamite; a cap and fuse were used to explode the charge. The holes were packed tight with moist earth clear to the mouth and each charge exploded separately. We were

afraid of breaking windows in the house or would have used a blasting battery and electric fuses instead of cap and fuse, and secured an explosion of all three holes at one time. To our surprise there was not much of an upheaval of earth, but a dull thud and bubble of earth with each explosion. Investigation proved that we had pierced the hardpan around the bore holes three feet on a side. The earth came out of the holes like sand, and each hole was immediately filled with stones, leaving one foot in depth near the surface to be covered with earth. A change in the ground was soon noticeable. Instead of the wet yard, the soil was dry as ordinary, even after a severe rain, the ponds disappeared quickly. The liquids that had remained near the surface were allowed to seep through the broken hardpan, sinking out of the way from the flock. Six sticks of

dynamite had helped keep the flock healthier by providing more sanitary quarters.

The experience in draining our yards led to more complete renovation, and we decided to break up the old soil with the same force which had removed the water.

Experts assert that dynamite will subsoil land when the charges are spaced from ten to fourteen feet apart, but we were not interested in subsoiling the land and desired more extreme results. The holes were

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spaced eight feet apart diagonally, loaded with one stick of twenty per cent dynamite and connected together with electric fuses, exploded in one operation. This seemed to give a greater shaking of the soil than when we had used caps and fuse with separate explosions. The holes were not bored through the hardpan, but just into it, and were not packed to the top of the bore-hole, because we wanted the surface soil to move similar to plowing.

Our desire was accomplished, the soil was broken and ridged where the holes were not packed tight. Examination showed a crater or "pot hole" underground where some of the charges were packed tighter than others. Such holes were filled by punching the earth into them with a post-tamping stick. The hens were given access to the yards and they helped smooth in the depressions, making a more even grade. The shaking of the soil provided new scratching material and a good wallowing place. Lime was scattered on the surface, and when the fowls had mixed it with the mellow soil, they were taken away and clover sown in the yards.

On several occasions I have performed blasting work near poultry houses and have never experienced any damage to the fowls, or hatching eggs. Of course, the charges were small, and the shock not much more noticeable than pounding the ground with a heavy mallet. I would not advise the explosion of dynamite without packing the charges very firm and never explode many charges at one time, because there is a possible danger of damaging the buildings by flying stones or pieces of tight clay. Heavy blasts might cause a great deal of damage to eggs in the process of hatching, especially before the chick is developed in the shell. Mud-capping and blasting of large boulders had better be postponed until after the hatching season. The small charges used in subsoiling land and in digging wells for drainage in our

yards during the hatching season had no effect upon the fowls, chicks or hatching eggs.

The time to perform subsoiling work seems to be at a time when the ground is dry and the soil not waterlogged. To determine whether the soil is too wet for subsoiling depends on the soil. Sandy soils and those of a loose friable nature can be treated at most any time, but the heavy clay soils should be treated as near the dry state as possible.—Poultry Success.

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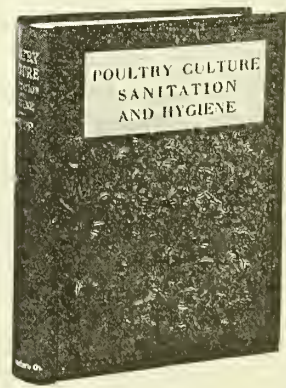
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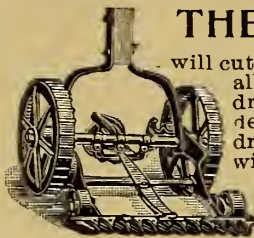
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FULLY EQUIPPED

## THE CAR WITH THE HALF MILLION DOLLAR MOTOR



## *Benj. Briscoe, a Founder of the Industry, Contributes His Life's Masterpiece*

**A**T last! Here is the real automobile for the American of ordinary means, of every day income, who wants and must have a car of beauty, power, speed and top-notch efficiency, completely equipped, without a single extra item of cost. With it, any man or woman will know the pride of ownership and happiness of possession.

This is the car with the motor that cost a Half Million Dollars to create and perfect. Here is the car of unbeatable performance with every up-to-the-minute convenience. Here is the car that will take you to the great out-of-doors in comfort, with dignity, with economy of maintenance. The Briscoe will give you from twenty-five to thirty miles per gallon of gasoline—easily, smoothly, quietly.

Send today, right now, for our brochure, "The Half Million Dollar Motor," by Benjamin Briscoe, that gripping story of how he and his assistants designed and built his

lifetime masterpiece in Europe. Read how he conceived the Half Million Dollar Motor, how fourteen scientists worked with him for a year and a half to give the American public a real motor car of European engineering excellence at a price made possible only by American manufacturing methods.

Read this story of romantic facts. There isn't a dull line in it. It takes you to the capitals of the Old World, acquaints you with the most famous European engineers, German, French, Swiss. You visit these wonderful little motor car shops where have been born some of the greatest ideas in the motor industry.

There are wonderful facts, little pathetic happenings and sunny spots of piquant humor. It's a real story written by a real man with the creative and artistic temperaments combined. It is the greatest story ever written about a motor car. It will be promptly mailed upon receipt of the coupon. Fill it in and mail it now.

### SPECIFICATIONS

**The Half Million Dollar Motor**—Bore  $3\frac{1}{8}$  inch; stroke  $5\frac{1}{8}$  inch; air-cooled motor head; Thermo-syphon system; simple removable plate above valve; L-head type.

**Wheelbase**—104 inches.

**Bodies**—Latest 1917 straight streamline design; comfortable room for five passengers; leg room in tonneau and front of car for a six foot man; extra high grade quality of upholstery; 46 inch rear seat; Roadster—Four Passenger.

**Lubrication**—Oil pump and splash system.

**Carburetor**—Automatic.

**Drive**—Left; control, center.

**Front Axle**—I-beam section

drop forged with special Briscoe fixed king bolts.

**Rear Axle**—Floating type; gearless differential.

**Springs**—Full elliptic front and rear.

**Tires**— $30 \times 3\frac{1}{2}$  inches all around; anti-skid tires in rear.

**Equipment**—Two electric head lights with dimmers; one man top with envelope and adjustable storm curtains; tilted eye-saver windshield; speedometer; oil gauge; gasoline gauge; demountable rims, one extra.

**Prices**—Five-passenger touring car \$625. Four-passenger roadster \$625; f. o. b. Jackson, Michigan.

**BRISCOE MOTOR CORPORATION,**  
The Canadian Briscoe Motor Co., Ltd., Brockville, Ont.

175 LEROY AVE.  
JACKSON, MICH.

### BRISCOE MOTOR CORPORATION, Jackson, Michigan.

Send to me, address below, copy of "The Half Million Dollar Motor," by Benjamin Briscoe.

Name .....  
Street .....  
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I. H. ....